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## EDUCATION

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| 1999-2004 | Ph.D. in Marketing<br>Richard Ivey School of Business<br>University of Western Ontario (UWO)<br><br><i>Dissertation:</i> Consumer Retaliation and Responses to Perceived Unfairness: The Effect of Relationship Quality (defended in July 2004). |
| 1995-1997 | M.Sc. in Marketing<br>HEC-Montréal   |
| 1991-1995 | Undergraduate Studies in Business (BAA)<br>Université du Québec à Trois-Rivières (UQTR)  |

## WORK EXPERIENCE

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|-------------|---|
| 2010        | Associate Professor of Marketing (with Tenure)<br>HEC- Montréal   |
| 2004-2010   | Associate-Assistant Professor of Marketing<br>Promoted as “Associate Professor with Tenure” in February 2010<br>Washington State University (Pullman) |
| Summer 2007 | Visiting Scholar<br>HEC-Montréal (Chaire du service a la clientèle)   |
| 1997-1999   | Project Manager<br>Ipsos/Descarie & Complices (Montreal-based marketing research firm)  |

## INTERESTS

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**Teaching:** marketing strategy, international marketing, entrepreneurial marketing, service marketing, and case-based method.

**Research topics:** 1) customer revenge and betrayal; 2) online public complaining and customer blogging; 3) the effects of a customer relationship on customer responses; 4) other topics, such as branding, service-dominant logic, joint decision making, and new product development.

## PUBLICATIONS

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### Refereed Publications:

Grégoire Y., D. Laufer, and T. Tripp (in press) "A Comprehensive Model of Customer Direct and Indirect Revenge: Understanding the Effects of Perceived Greed and Customer Power," *Journal of the Academy of Marketing Science*.

Grégoire Y., T. Tripp, and R. Legoux (2009) "When Customer Love Turns into Lasting Hate: The Effects of Relationship Strength and Time on Customer Revenge and Avoidance," *Journal of Marketing*, 73 (November), 18-32.

- Summarized in the *New York Times* (October 5, on page B3, by Alex Mindlin).

T. Wachner, C. Plouffe, and Y. Grégoire (2009) "SOCO's Impact on Individual Sales Performance: The Integration of Selling Skills as a Missing Link." *Industrial Marketing Management*, 38 (1), 32-44.

Grégoire, Y. and R. Fisher (2008) "Customer Betrayal and Retaliation: When Your Best Customers Become Your Worst Enemies," *Journal of the Academy of Marketing Science*, 36 (June), 247-261.

Grégoire Y. and R. Fisher (2006), "The Effects of Relationship Quality on Customer Retaliation," *Marketing Letters*, 17 (1), 31-46.

Fisher R. and Y. Grégoire (2006), "Gender Differences in Decision Satisfaction within Established Dyads: Effects of Competitive and Cooperative Behaviors," *Psychology and Marketing*, 23 (4), 313-333.

Grégoire Y. (2003), "The Impact of Aging on Consumer Responses: What Do We Know?" in *Advances in Consumer Research*, eds. Punam Anand Keller and Dennis W. Rook, 31, Valdosta, GA, p. 19-26 (complete manuscript).

Grégoire, Y. and J. Nantel (1998), "Une Segmentation de la Clientèle des Centres Commerciaux," *Gestion: Revue Internationale de Gestion*, 23 (2), 45-54.

- Reprinted in *Le Management d'Aujourd'hui: Une Perspective Nord-Américaine*, Eds. Marcel Côté and Taïeb Hafsi, Québec (Canada), Les Presses de l'Université Laval, 1413-1426, 2000.

Gélinas, R., Y. Grégoire, L. Pellerin and A. Halley (1996), "Le Juste-à-Temps et les PME: Une Expérience de Partenariat avec la Division Sea-Doo/Ski-Doo de Bombardier," *Revue Organisations and Territoires*, 5 (2), 77-89.

### Under Review/Revision requests:

Plouffe C, Y. Grégoire, D. Barclay, "Employee Navigation and Socially-Derived Outcomes: Conceptualization, Validation and Effects on Job Performance," Second revise and resubmit, *Personnel Psychology*.

Radighieri J., B. M. John, J. Johnson, and Y Grégoire, "Guilty by Association: The Impact of Failure and Brand Swamping on Ingredient Branded Offering," Revise and resubmit, *Journal of the Academy of Marketing Science*.

Grégoire Y., J. Hulland and J. Radighieri “The Role of Dynamic Capabilities in the Service-Dominant Logic of Marketing: A Longitudinal Examination of Charles Schwab, 1987-2004,” Revise and resubmit, *Journal of Service Research*.

Devezer B., Y. Grégoire, J. Joireman and T. Tripp, “Can a Firm Get Away with Double Deviation? The Role of Inferred Motive in Revenge and Reconciliation,” Revise and resubmit, *Journal of Retailing*.

Sisodiya, S. J. Johnson, and Y. Gregoire, “The Effect of Open Innovation on Firm’s Profitability: The Moderation of Interfirm Relational Knowledge Stores, Network Spillover, and Organizational Slack,” Under first review at *Organization Science*.

#### **Major Work in Progress:**

Fisher R., Y. Grégoire, and K. Murray, “Cooperation and Competition in Joint Decisions: The Effects of Power and Preference Consistency on Satisfaction.” In preparation for *Journal of Consumer Research*.

Tripp T. and Y. Grégoire, “When your Customers ‘Strike Back’ on the Internet: Understanding and Managing Online Public Complaining,” In preparation for *Sloan Management Review*.

Grégoire, Y., R. Legoux and S. Sarker, “What Do Customers ‘Get’ from Complaining on Social Media: Comparing the Vigilante vs. Reparation Online Tactics,” In preparation for *MIS Quarterly* or *Journal of Marketing*.

Gelbrich, K., & J. Muller, Y. Grégoire, “Optimum Compensation Level,” In preparation for *Journal of Marketing*.

#### **Case:**

Atkins, L., Y. Grégoire and K. Hardy (2002), "W-Girls, W-Boys," Richard Ivey School of Business Case # 9B02A018.

#### **Refereed Conferences:**

Grégoire Y., J. Hulland, J. Radighieri and S. Sisodiya (2010) “The Role of Dynamic Capabilities in the Service-Dominant Logic of Marketing: An Examination of Charles Schwab, 1987-2004” *Academy of Management Annual Meeting*, August, Montreal.

Devezer, B. Y. Grégoire, J. Joireman & T. Tripp (2010) “Can a Firm Get Away with a Double Deviation? The Role of Firm Motives in Consumer Revenge and Reconciliation,” In Anthony Turner’s and Sandra Robinson’s Special Session, Revenge in (and Toward) Organizations, *Academy of Management Annual Meeting*, August, Montreal.

Devezer, B. Y. Grégoire, J. Joireman & T. Tripp (2010) “Can a Firm Get Away with a Double Deviation? The Role of Firm Motives in Consumer Revenge and Reconciliation,” In M. Thomson’s Special Session, Stepping Up or Stepping Out: What Impacts Consumers’ Willingness to Harm or Forgive Companies, *AMS Annual Meeting*, Portland.

Sisodiya, S., J. Johnson & Y. Grégoire (2010), “Open Innovation and Firm Performance: An Investigation of Enabling Capabilities and Resources,” *AMA Winter’s Educators’ Conference*, Florida (abstracted in the proceedings).

Sisodiya, S., J. Johnson & Y. Grégoire (2009), "Open Innovation and Firm Performance: An Investigation of Enabling Capabilities and Resources," *9th International Conference on Relationship Marketing*, October, Berlin.

Grégoire, Y., T. Tripp & R. Legoux (2009), "Customer Revenge and Avoidance over Time: Insights about a Love-Becomes-Hate Effect" *18<sup>th</sup> Annual Frontiers in Service Conference*, October, Hawaii.

Grégoire, Y., T. Tripp & R. Legoux (2009), "Customer Retribution and Restoration in Online Public Complaining Contexts: When Time Does Not Heal all Wounds." In Tyler Okimoto's and Elizabeth Mullen's Symposium on Retribution and Restoration. *Academy of Management Annual Meeting*, August, Chicago.

Grégoire, Y., T. Tripp, R. Legoux, and J. Radighieri (2008), "The Effects of time on Consumer Revenge and Avoidance: An Examination in Online Public Complaining Contexts." *Association for Consumer Research Annual Meeting, North America*, October, San Francisco.

Sultan, D. Sprott, J. Joireman, and Y. Grégoire (2008), "The Relationship between Inconsistent New Brand Information Exposure and Future Purchase Intention: The moderating Effect of Brand Implicit Image," *Society for Consumer Psychology*, February, New Orleans.

Grégoire Y., D. Laufer, and T. Tripp (2007), "Why and How Do Consumers Retaliate: Understanding the Effects of Negative Motive and Power," *SMA Research Retailing*, San Antonio.

Fisher R., Y. Grégoire, and K. Murray (2006), "The Intrinsic Value of Cooperation," *European Institute of Retailing and Service Studies (EIRASS) Conference*, Budapest, Hungary, July.

Thompson M., A. Johnson, and Y. Grégoire (2006), "The Dark Sides of Consumer Relationships," *Society for Consumer Psychology*, February, Miami.

Murray K., R. Fisher, and Y. Grégoire (2005), "The Intrinsic Value of Cooperation," *Society for Judgment and Decision Making Annual Meeting*, November, Toronto.

R. Fisher and Y. Grégoire (2004), "Competition and Cooperation in Joint Purchase Decision," Presented at the *Association for Consumer Research Annual Conference*, Portland.

- Extended abstract published in *Advances for Consumer Research* (2005), 32, 311-312.

Y. Grégoire and R. Fisher (2004), "The Effect of Prior Relationship on Consumer Retaliation," Presented at the *Association for Consumer Research Annual Conference*, Portland.

- Extended abstract published in *Advances for Consumer Research* (2005), 32, 98-99.

R. Fisher and Y. Grégoire (2003), "Competition and Cooperation in Joint Purchase Decision," Presented at the *American Psychological Association (APA) Annual Convention*, August, Toronto, Canada.

Grégoire, Y. (2002), "The Impact of Aging on Consumer Responses: What Do We Know?" Presented at *Association for Consumer Research Annual Conference*, October, Atlanta, USA.

Hulland, J., K. Antia and Y. Grégoire (2002), "Resource-Based View of the Firm in a Marketing Context: The Next Generation of Conceptual Development," Presented as special session at *AMA Winter's Educators' Conference*, Austin, Texas (abstracted in the proceedings).

Grégoire Y., K. Antia and J. Hulland (2001), "Resource-Based View of the Firm and Marketing: Toward a More Dynamic and Actionable Framework," Presented at the *Midwest Marketing Camp* (hosted by the University of Michigan), Ann Arbor, Michigan.

Grégoire Y., M. Wade, J. Hulland and K. Antia (2001), "The Role of Core and Dynamic Firm Resources in Online Migration Efforts," Presented at *AMA Winter Educators' Conference*, Scottsdale, Arizona (abstracted in the proceedings).

Grégoire, Y. (2000), "Aging and Consumer Responses: Opportunities, Evaluation and a New Research Focus," Presented at the *Association for Consumer Research Conference Poster Session*, Salt Lake City, Utah (abstracted in the proceedings).

## TEACHING

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### WSU

#### MBA-Marketing Strategy (required MBA course)

- Spring 2010 3.83/4 for "Overall score" (mean for MBA courses: 3.33).

#### International Marketing (elective undergraduate level course)

- Fall 2009 3.64/4 for "Overall score" (mean for elective courses: 3.31).
- Spring 2008: 3.66/4 for "Overall score" (mean for elective courses: 3.32).
- Fall 2007: 3.62/4 for "Overall score" (mean for elective courses: 3.27).
- Fall 2006: 3.64/4 for "Overall score" (mean for elective courses: 3.23).
- Spring 2006: 3.81/4 for "Overall score" (mean for elective courses: 3.30).
- Fall 2005: 3.49/4 for "Overall score" (mean for elective courses: 3.20).
- Spring 2005: 3.47/4 for "Overall score" (mean for elective courses: 3.25).
- Fall 2004: 3.55/4 for "Overall score" (mean for elective courses: 3.26).

#### Marketing Strategy (required undergraduate level course)

- Spring 2010: 3.84/4 for "Overall score" (mean for required courses: 3.18).
- Fall 2009: 3.40/4 for "Overall score" (mean for required courses: 3.10).
- Spring 2009: 3.58/4 for "Overall score" (mean for required courses: 3.18)-G1.
- Spring 2009: 3.50/4 for "Overall score" (mean for required courses: 3.18)-G2.
- Spring 2008: 3.77/4 for "Overall score" (mean for required courses: 3.19).
- Fall 2007: 3.58/4 for "Overall score" (mean for required courses: 3.14).
- Spring 2007: 3.47/4 for "Overall score" (mean for required courses: 3.11).
- Fall 2006: 3.45/4 for "Overall score" (mean for required courses: 3.01).
- Spring 2006: 3.56/4 for "Overall score" (mean for required courses: 3.01).
- Fall 2005 3.50/4 for "Overall score" (mean for required courses: 3.09).
- Spring 2005: 3.44/4 for "Overall score" (mean for required courses: 3.01).
- Fall 2004: 3.52/4 for "Overall score" (mean for required courses: 2.96).

#### Marketing Theory (PhD Seminar)

- Fall 2008: 3.87/4 for "Overall score"
- Spring 2007: 3.53/4 for "Overall score"

### Ivey

#### Entrepreneurial Marketing (Ivey undergraduate students)

- 6.6/7 for "Overall effectiveness" (mean for all Ivey Professors: 6.1).

## **SUPERVISING GRADUATE STUDENTS**

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### **Dissertation Committees (PhD):**

2009-2010	Mark Mulder–Second Year Paper Committee (defended, September 2010)
2007-2009	Jeff Radighieri–Dissertation Committee (defended, April 2010)
2007-2008	Abdullah Sultan–Dissertation Committee (defended in November 2008)
2006-2008	Trent Wachner–Dissertation Committee (defended in April 2008)
2006-2008	Sanjay Sisodiya–Dissertation Committee (defended in April 2008)
2006	Trent Wachner–Second Year Paper Committee (defended Summer 2006)

## **PROFESSIONAL AFFILIATIONS**

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Association for Consumer Research (ACR)  
American Marketing Association (AMA)  
Academy of Marketing Science (AMS)

## **PROFESIONNAL SERVICES**

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### **Internal Services:**

2010	HEC recruiting committee
2008-2009	WSU Faculty Senate
2007-2009	Discussion panel – PhD Research and Professional Development Seminar
2009	Guest lecturer in “Marketing Research,” “Retail Management” and “E-commerce” (WSU)
2009	Representative at the “tenure-track” meeting for AACSB
2005-2009	Organizer of the “marketing visiting scholar” activities (WSU)
2007 & 2008	Guest lecturer in Introduction to Marketing (MKTG 360) (4 times)
2006-2008	Interviewing prospective faculty at AMA (Chicago, DC, San Diego)
2007	Brown bag seminar for the Department of Management (WSU)
2007	Presenter for prospective undergraduate students (twice) (WSU)
2006	Judge for College of Business Reaching for Success Award Program
2006	Faculty Advisor for the WSU Marketing Club
2005	Guest Speaker-WSU Marketing Club
2005	Panel of second-year Professors-New Faculty Orientation Day (WSU)
2003	Evaluation of business plans for Entrepreneurial Marketing (MBA-Ivey)
2002	Evaluation of business plans (MBA-McMaster University)
2000-2002	Social representative for the Ivey PhD students' association
1998-1999	HEC’s Alumni M.Sc. Committee
1996-1997	Student representative for the HEC M.Sc. Students' Association

### **Reviewing-Journal:**

2010	Ad hoc reviewer for <i>Canadian Journal of Administration Sciences</i> (1)
2009-2010	Ad hoc reviewer for <i>Journal of Marketing</i> (4)
2008-2010	Ad hoc reviewer for <i>Journal of the Academy of Marketing Science</i> (7)
2009-2010	Ad hoc reviewer for <i>Journal of Service Research</i> (4)
2007 and 2010	Ad hoc reviewer for <i>Journal of Business Research</i> (3)

**Reviewing-Conferences:**

2010	2010 AMS Annual Conference (special projects and CB tracks)
2005-2010	<i>Association for Consumer Research</i> (5 conferences)
2009	2010 Winter AMA (social responsibility track)
2009	Committee, <i>International Conference on Service Science and Innovation</i>
2002, 2005-2009	Winter and Summer AMA (strategy track-6 times)
2005	Reviewer for the 2005 Winter AMA (branding track)
2003	Reviewer for the 2004 Winter AMA (communication track)

**Other External activities:**

2009	Reviewer for the 2010 AMS's Mary Kay Best Dissertation Proposal
2009	Reviewer for the 2010 MSI's Clayton Best Dissertation Proposal
2008-2009	Members of the AMA service SIG
2007	Discussant for the session "Justice Theory in Service" (Summer-AMA)
2005	Faculty Advisor at the Robert Mittelstaedt Symposium (UN-Lincoln)
2001	Volunteer for 2001 ASAC Conference (hosted by Ivey)
2000	Volunteer for the 2000 AMA Sheth Doctoral Consortium (hosted by Ivey)
1998	Speaker at the 7 <sup>th</sup> edition of the M.Sc. Consortium in Marketing
1996-1998	Student representative for the HEC M.Sc. students' association

**EXTERNAL AND INTERNAL FUNDINGS**

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I received approximately \$227,000 from different funding agencies and research institutions. Specifically:

2010	HEC Strategic Research Workshop (\$12,000)
2010	HEC starting research grant (30,000 for the next 3 years)
2005-2007	Summer research support at WSU (US \$30,000)
2007	Ann and Pat Redmond Faculty Fellowship, WSU (US 5,000)
2006	Dean's Excellence Fellow, WSU (US 5,000)
2000-2003	SSHRC <sup>1</sup> scholarship-PhD (\$48,000)
1999-2003	UWO President scholarships and tuition stipends (\$25,000)
1999-2002	FCAR <sup>2</sup> scholarship-PhD (\$40,000)
1995-1997	FCAR scholarship-Master's program (\$22,000)
1995-1997	Desjardins Foundation-Master's program (twice for \$10,000)

<sup>1</sup>Social Sciences and Humanities Research Council of Canada (Canada Government).

<sup>2</sup>Fonds pour la Formation de Chercheurs et l'Aide à la Recherche (Quebec Government).

## SCHOLARSHIPS AND AWARDS

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2010	MBA faculty member of the year (as voted by the WSU students)
2010	Granted tenure and promoted “associate professor” at WSU
2009	Faculty Fellow-AMA SERVSIQ’s Service Doctoral Consortium
2007	Ann and Pat Redmond Faculty Fellowship (WSU College of Business)
2007	Co-chair of the service marketing track for 2007 Summer AMA (DC)
2006	Dean’s Excellence Fellow, WSU College of Business
2003	University Students’ Council Teaching Honour Roll (UWO)
2003	Dean's Commendation Letter for Teaching Excellence (Ivey)
2002	2002 AMA Sheth Doctoral Consortium Fellow (Emory)
2002	Best special session in the strategy tract (2002 Winter AMA-Austin)
2000-2003	SSHRC scholarship-PhD
1999-2003	UWO President scholarships and tuition stipends
1999-2002	FCAR scholarship-PhD
1995-1997	FCAR scholarship-Master’s program
1995-1997	Desjardins Foundation-Master's program (twice)
1996-1997	Dean’s Honor List, M.Sc. (HEC)
1996	HEC Alumni scholarship (3 <sup>rd</sup> best GPA)

## REFERENCES

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### **Dr. Robert J. Fisher**

Alberta School of Business Professor  
University of Alberta  
Phone: 780-492-5922  
Email: [Robert.Fisher@ualberta.ca](mailto:Robert.Fisher@ualberta.ca)

### **Dr. Darrel Muehling**

Chair of the Department of Marketing  
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Washington State University (Pullman)  
Phone: (509) 335-7302  
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### **Dr. Tom Tripp**

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College of Business  
Washington State University (Vancouver)  
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### **Dr. Jean Johnson**

The Gardner O. Hart Distinguished Professor  
Professor of Marketing  
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